Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (previously presented) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving at user equipment media comprising at least one object, metadata associated with the at least one object and containing a description of the at least one object, and metadata associated with a plurality of advertisements related to the at least one object;

receiving at the user equipment the plurality of advertisements related to the at least one object;

displaying the media and the at least one object on a viewing device at the user equipment;

receiving a user selection of one of the at least one object displayed on the viewing device;

processing metadata associated with the object selected by the user;

comparing at the user equipment the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements related to the object; and

selecting at the user equipment one of the plurality of advertisements related to the object based on the comparison.

2.   (previously presented) The method of claim 1 further comprising displaying the selected advertisement on the viewing device.

3-5.   (cancelled)

6.   (previously presented) The method of claim 1 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are received on a broadcast channel on which the media is also received.

7.   (previously presented)The method of claim 1 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

8.   (previously presented) The method of claim 1 further comprising storing the metadata associated with the at least one object and the metadata associated with the plurality of advertisements.

9.   (previously presented) The method of claim 8 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are stored on a single storage device.

10.   (previously presented) The method of claim 8 wherein the metadata associated with the at least one object and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

11.   (cancelled)

12.   (previously presented) The method of claim 1 wherein the plurality of advertisements are received within the media.

13.   (previously presented) The method of claim 1 wherein the plurality of advertisements are received on a broadcast channel on which the media is also received.

14.   (previously presented) The method of claim 1 wherein the plurality of advertisements are received on a separate broadcast channel from the media.

15.   (previously presented) The method of claim 1 further comprising storing the selected advertisement.

16.   (previously presented) The method of claim 15 wherein the selected advertisement is stored on a single storage device.

17.   (previously presented) The method of claim 15 wherein the selected advertisement is stored on a plurality of storage devices.

18.   (previously presented) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving at user equipment a plurality of advertisements related to media;

receiving at the user equipment the media, metadata associated with the media and containing a description of the media, and metadata associated with the plurality of advertisements related to the media;

processing the metadata;

comparing at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media;

selecting at the user equipment one of the plurality of advertisements related to the media based on the comparison; and

displaying the selected advertisement.

19.   (cancelled)

20.   (previously presented) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a broadcast channel on which the media is also received.

21.   (previously presented) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

22.   (previously presented) The method of claim 18 further comprising storing the metadata associated with the media and the metadata associated with the plurality of advertisements.

23.   (previously presented) The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are stored on a single storage device.

24.   (previously presented) The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are stored on a plurality of storage devices.

25.   (cancelled)

26.   (previously presented) The method of claim 18 wherein the plurality of advertisements are received within the media.

27.   (previously presented) The method of claim 18 wherein the plurality of advertisements are received on a broadcast channel on which the media is also received.

28.   (previously presented) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements are received on a separate broadcast channel from the media.

29.   (previously presented) The method of claim 18 further comprising storing the selected advertisement.

30.   (previously presented) The method of claim 29 wherein the selected advertisement is stored on a single storage device.

31.   (previously presented) The method of claim 29 wherein the selected advertisement is stored on a plurality of storage devices.

32.   (previously presented) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:
        receiving at user equipment media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media;
        downloading to the user equipment the plurality of advertisements related to the media;
        processing the metadata;

comparing at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media;

selecting at the user equipment one of the plurality of advertisements related to the media based on the comparison; and

displaying the selected advertisement.

33.   (previously presented) The method of claim 32 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements further contain at least one source address.

34.   (previously presented) The method of claim 33 wherein at least one of the at least one source address is a Uniform Resource Locator.

35.   (currently amended) The method of claim 33 wherein ~~at least one of~~ the at least one source address is a telephone number.

36.   (previously presented) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving at user equipment a plurality of advertisements related to media;

receiving at the user equipment the media, metadata associated with the media and containing a description of the media, and metadata associated with the plurality of advertisements related to the media;

processing the metadata;

comparing at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media;

selecting at the user equipment one of the plurality of advertisements related to the media based on the comparison;

monitoring the selected advertisement;

collecting data on the selected advertisement; and

recording the data.

37.   (previously presented) A system for providing metadata-selected advertisements comprising user equipment comprising:

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at least one receiver that:

receives at the user equipment media containing at least one object, metadata associated with the at least one object and containing a description of the at least one object, and metadata associated with the plurality of advertisements related to the at least one object; and

receives at the user equipment the plurality of advertisements related to the at least one object;

a viewing device that displays the media and the at least one object;

a user input device that receives a user selection of one of the at least one object displayed on the viewing device; and

a processor operative to:

process the metadata associated with the object selected by the user;

compare at the user equipment the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements related to the object;

select at the user equipment one of the plurality of advertisements related to the object based on the comparison; and

display the selected advertisement on the viewing device.

38-39. (cancelled)

40.   (previously presented) The system of claim 37 wherein the at least one receiver receives the metadata associated with the at least one object and the metadata associated with the plurality of advertisements on a broadcast channel on which the at least one receiver also receives the media.

41.   (previously presented) The system of claim 37 wherein the at least one receiver receives the metadata associated with the at least one object and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

42.   (previously presented) The system of claim 37 further comprising at least one storage unit that stores metadata associated with the at least one object and the metadata associated with the plurality of advertisements.

43.   (previously presented) A system for providing metadata-selected advertisements comprising user equipment comprising:

a viewing device;

at least one receiver that:

receives at the user equipment a plurality of advertisements related to media; and

receives at the user equipment the media, metadata associated with the media and containing a description of the media, and metadata associated with the plurality of advertisements; and

a processor operative to: process the metadata associated with the media; compare at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements; select at the user equipment an advertisement related to the media from the plurality of advertisements based on the comparing; and display the selected advertisement on the viewing device.

44.   (cancelled)

45.   (previously presented) The system of claim 43 wherein the at least one receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver receives the media.

46.   (previously presented) The system of claim 43 wherein the at least one receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

47.   (previously presented) The system of claim 43 further comprising at least one storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

48.   (previously presented) A system for providing metadata-selected advertisements comprising user equipment comprising:

a viewing device;

a receiver that receives at the user equipment media, metadata associated with the media and containing a description of the media, and metadata associated with a plurality of advertisements related to the media; and

a processor operative to:

download to the user equipment the plurality of advertisements related to the media;

process the metadata associated with the media; compare at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media; select at the user equipment one of the plurality of advertisements related to the media based on the comparison; and

display the selected advertisement on the viewing device.

49.   (cancelled)

50.   (previously presented) The system of claim 48 wherein the receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

51.   (previously presented) The system of claim 48 wherein the receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

52.   (previously presented) The system of claim 48 further comprising at least one storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

53.   (previously presented) A system for providing metadata-selected advertisements comprising:

at least one receiver that:

receives at user equipment a plurality of advertisements related to media; and

receives at the user equipment the media, metadata associated with the media and containing a description of the media, and metadata associated with the plurality of advertisements related to the media;

a storage device; and

a processor operative to: process the metadata associated with the media; compare at the user equipment the metadata associated with the media with the metadata associated with the plurality of advertisements related to the media; select at the user equipment one of the plurality of advertisements related to the media based on the comparison;

collect data relating to the selected advertisement; and

record the collected data on the storage device.

54.   (previously presented) The method of claim 1 further comprising periodically receiving the plurality of advertisements from one or more remote locations.

55.   (previously presented) The method of claim 1 further comprising receiving the plurality of advertisements from one or more remote locations in response to requests made by the user equipment.

56.   (previously presented) The method of claim 1 further comprising polling one or more remote location for the plurality of advertisements.

57.   (previously presented) The method of claim 1 further comprising storing the plurality of advertisements at the user equipment.

58.   (previously presented) The method of claim 2 further comprising ordering one or more items displayed by the selected advertisement.

59.   (previously presented) The system of claim 37 wherein the at least one receiver periodically receives the plurality of advertisements from one or more remote locations.

60.   (previously presented) The system of claim 37 wherein the at least one receiver receives the plurality of advertisements from one or more remote locations in response to requests made by the processor.

61.   (previously presented) The system of claim 37 wherein the processor is configured to poll one or more remote locations for the plurality of advertisements.

62.   (previously presented) The system of claim 37 further comprising at least one storage unit for storing the plurality of advertisements at the user equipment.

63.   (previously presented) The system of claim 37 wherein the processor is operative to order one or more items displayed by the selected advertisement.